

Message Text

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PAGE 01 PARIS 20824 01 OF 02 181822Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W
-----103148 181919Z /40

R 181811Z JUL 77
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 5841
INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG

UNCLAS SECTION 01 OF 02 PARIS 20824

E.O. 11652: N/A
TAGS: BEXP, FR
SUBJECT: FY-1977 CCP: THIRD QUARTER PROGRESS REPORT

REF: STATE 110147

1. COUNTRY COMMERCIAL ACTION GROUP (CCAG) REPORT ON FY-77 CCP THIRD QUARTER PROGRESS FOLLOWS. COMMENTS ARE LIMITED TO MAJOR DEVELOPMENTS OR SIGNIFICANT VARIATIONS FROM TARGETTED REQUIREMENTS. TRADE OPPORTUNITY COUNT IS GIVEN FOR EACH CAMPAIGN.
2. RE PARA 3 OF REFTEL, SUGGESTING UPWARD REVISION OF OPPORTUNITIES TARGET, EMBASSY PROPOSES RAISING ANNUAL TARGET FOR TOS IN CAMPAIGN NUMBER 4 CONSUMER GOODS FROM 120 TO 180 AND FOR NUMBER 2 LABORATORY INSTRUMENTATION FROM 25 TO 45. OTHER CAMPAIGNS ARE RUNNING NEAR TARGETTED GOALS AND IT SHOULD ALSO BE CONSIDERED THAT NEXT QUARTER CONTAINS VACATION MONTHS OF JULY AND AUGUST, WHEN BUSINESSMEN ARE LESS ACTIVE IN SEEKING NEW SOURCES OF SUPPLY.

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3. RESOURCES FREED UP BY CANCELLATION OF EXHIBITIONS CITED IN PARA 4 OF REFTEL HAVE BEEN ABSORBED BY THREE BIOS MOUNTED IN THE THIRD QUARTER AS WELL AS THE SUPPORT GIVEN TO THE PARIS AIR SHOW. ONE OFFICER, THE MANAGER OF CAMPAIGN NUMBER 5, WAS ASSIGNED FULL TIME FOR FOUR MONTHS TO THE AIR SHOW AND OTHER OFFICERS AND STAFF WERE ASSIGNED AS ESCORT OFFICERS TO VISITING

OFFICIALS AS WELL AS MANNING THE BIO AT THE AIR SHOW.
ONE FRENCH COMMERCIAL ASSISTANT FINISHED HIS ORIENTATION
IN THE USA DURING THE FIRST HALF OF APRIL.

4. CAMPAIGN ACTIVITIES.

A. CAMPAIGN I (BUSINESS EQUIPMENT): ITEM 4: 31
TOS SUBMITTED VS 25 TARGETTED; 8 TOS DEVELOPED IN THIRD
QUARTER AGAINST TARGET OF 10. ITEM 10: VICE PRESIDENT
ALAN SARZOTTI OF THE FRENCH NATIONAL DATA PROCESSING
ASSOCIATION (AFIN) LED A GROUP OF 24 FRENCH EXECUTIVES
AND OFFICIALS WHO ATTENDED THE JULY NATIONAL COMPUTER
CONFERENCE (NCC-77) IN DALLAS TEXAS. COMAFF, THE US
TRAVEL SERVICE AND THE TRADE CENTER ALL COOPERATED IN
PROMOTION OF THIS FOREIGN BUYERS GROUP. (SEE PARIS
17247, JUNE 10, 1977).

A BIO WAS PRESENTED AT THE SALON INTERNATIONAL COMPOSANTS
ELECTRONIQUES (INTERNATIONAL ELECTRONIC COMPONENTS
EXHIBITION) MARCH 31 - APRIL 6, 1977 FEATURING THE
VISUAL SEARCH MICROFILM (VSMF) OF COMPANY CATALOGS.
MANY INQUIRIES WERE PROCESSED DAILY BY EMBASSY, TRADE
CENTER AND INFORMATION HANDLING SERVICE STAFF. (SEE
A-152, APRIL 29, 1977).

B. LABORATORY INSTRUMENTATION: ITEM 4: SIX TOS
WERE DEVELOPED IN THIS QUARTER (TARGET 5) YIELDING A
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THIRD QUARTER TOTAL OF 39 TOS VS A TARGET OF 15.

C. CAMPAIGN 3 (METALWORKING AND FINISHING EQUIP-
MENT): ITEM 9: TWO TOS WERE DEVELOPED IN THE THIRD
QUARTER WITH TEN BEING THE TARGET. TOTAL TOS AT END OF
THIRD QUARTER IS 27 COMPARED WITH TARGET TOTAL OF 30.

D. CAMPAIGN 4 (US CONSUMER GOODS): ITEM 2: 77
TOS GENERATED IN THIRD QUARTER VIS A VIS 40 TARGETTED.
NINE MONTHS TOTAL IS 158 TOS, CONTRASTED WITH TARGET
FIGURE OF 100.

ITEM 4: EMBASSY IS GIVING SUPPORT TO "LA SAMARITAINE"
IN-STORE PROMOTION AND IN PARTICULAR IS ASSISTING STORE
IN OBTAINING LICENSES FOR CERTAIN TEXTILE
PRODUCTS RECENTLY PLACED UNDER IMPORT RESTRICTIONS. AS
OF THIS DATE THE FRENCH PROCEDURE FOR OBTAINING LICENSES
HAS NOT BEEN PUBLISHED, BUT OFFICIALS HAVE ASSURED
EMBASSY OFFICERS THAT THE MEASURES ARE NOT AIMED AT US
ORIGIN PRODUCTS.

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INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
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ITEM 8: TWO PTRS IN PROGRESS. WILL BE SUBMITTED DURING
FOURTH QUARTER FY-77.

E. CAMPAIGN 5 (ENERGY SYSTEMS): NO TOS WERE
DEVELOPED IN THE THIRD QUARTER. FIFTEEN TOS SUBMITTED
TO DATE WHICH IS THE TARGET FIGURE FOR THE THIRD
QUARTER PERIOD ENDING JUNE 30.

5. NON CAMPAIGN INITIATIVE ACTIVITY 1: PARIS AIR
SHOW, JUNE 2 - 12, 1977.

US PARTICIPATION IN THE PARIS AIR SHOW WAS THE MAJOR
COMMERCIAL EVENT IN THE THIRD QUARTER. WITH 88 OF THE
93 US PAVILION EXHIBITORS REPORTING, OFF-THE-FLOOR
SALES WERE THE HIGHEST EVER RECORDED,
TOTALING \$5.65 MILLION, WITH \$101.57 MILLION SALES PRO-
JECTED FOR THE NEXT 12 MONTHS. REGISTERED BUSINESS
VISITORS TOTALED 7000 AS COMPARED WITH 6500 IN 1975.
CONTINUED USG PARTICIPATION IS RECOMMENDED FOR 1979.
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FOR DETAILS SEE PARIS A-260.

TO ENABLE EMHASSY TO FOLLOW UP WITH AGENTS AND BUYERS
CONTACTED DURING PARIS AIR SHOW (ACTIVITY 19) PLEASE
FORWARD A COPY OF REGISTRATION PRINTOUTS LISTING ALL
BUSINESSMEN VISITING THE US PAVILION.

6. SPECIAL ACTIVITY NUMBER 4 (HEALTH CARE
INDUSTRIES): COMAFF AND TRADE CENTER PERSONNEL COOPER-
ATED IN THE PRESENTATION OF A BIO AT MEDEC, AN EXHIBI-
TION OF MEDICAL EQUIPMENT MAY 11-14, 1977. COMAFF
PERSONNEL SUPPORTED THE USTC EXHIBITION FOR HEALTH CARE
INDUSTRIES IN MAY (SEE STATE A-241).
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